

OUTFRONT/

WE GET YOU CONNECTICUT

Media Across Connecticut



WE ARE OUTFRONT/

At OUTFRONT, we understand that to brands, audiences are everything. Our media impact people where and when it matters most: in the real world. Smart brands leverage out of home's power of TLC by combining technology, location, and creativity to drive meaningful connections with their target audiences.

We continue to add intelligence to OOH, making our media more accurate, agile, and accountable. Our insights suite and attribution solutions were designed to reach your desired audience and measure your campaign's impact on them.

We are OUTFRONT by name and nature. We are everywhere, empowering businesses to leverage our ubiquity (500K canvases and 14.1B weekly impressions), our national footprint (top 25 markets), and our local relevance and community connections. We are front and center in the places your consumers live, work, and play, from neighborhoods to urban centers, from transit hubs to busier-than-ever highways and roads.

OOH is today's most creative medium. All OUTFRONT clients have access to our Cannes Lions award-winning in-house creative agencies to develop the right messaging and campaigns to drive positive outcomes. Champion the power of America's biggest canvases to drive engagement, fame, and trust.

As the most visible media platform in America, we understand our role in creating cultural impact. That's why we are dedicated to helping people, places, and businesses grow stronger.

**Welcome to America's most visible
and versatile media network.**

**Welcome to OUTFRONT.
We get you America.**

CONNECTICUT
203.985.0430
SOURCE: GEOPATH

OUTFRONT/



WE LEAD IN THE ART, SCIENCE, & AUTOMATION OF OOH/



ART

Creative drives 70% of an ad's effectiveness. OUTFRONT delivers the best assets in the country, serving as the perfect blank canvas for your brand story, illustrated through big, bold, and beautiful creative. Tap into our award-winning creative agencies for best-in-class creative services, campaign development, and dynamic digital additions.

SCIENCE

Tech advancements are a priority for OUTFRONT. We have the right hardware, software, and data to ensure your campaign is targeted, efficient, and trackable. We know reaching the right people is a top priority. That's why we use syndicated research, proprietary geospatial data, and real-time mobile data to find audience segments IRL. We also know that measurement matters. So, we have an attribution model that is scalable to different business needs.

AUTOMATION

Automation is transforming digital out of home buying. Access OUTFRONT's digital inventory and automate the DOOH buying process programmatically or via the OUTFRONT Ad Server, for a managed service experience. Both approaches include the ability to easily activate complex digital campaigns at scale, which may include data conditions, impression or audience targeting, and dayparting.

OOH DRIVES SUCCESS/

OOH IS A POWERFUL MEDIUM WITH PROVEN SUCCESS IN DRIVING DESIRABLE BRAND OUTCOMES ACROSS THE PURCHASE FUNNEL. THIS LAYERED WITH ITS LOW CPM MAKE IT AN EFFECTIVE AND EFFICIENT ADDITION TO ANY MEDIA PLAN.

AWARENESS

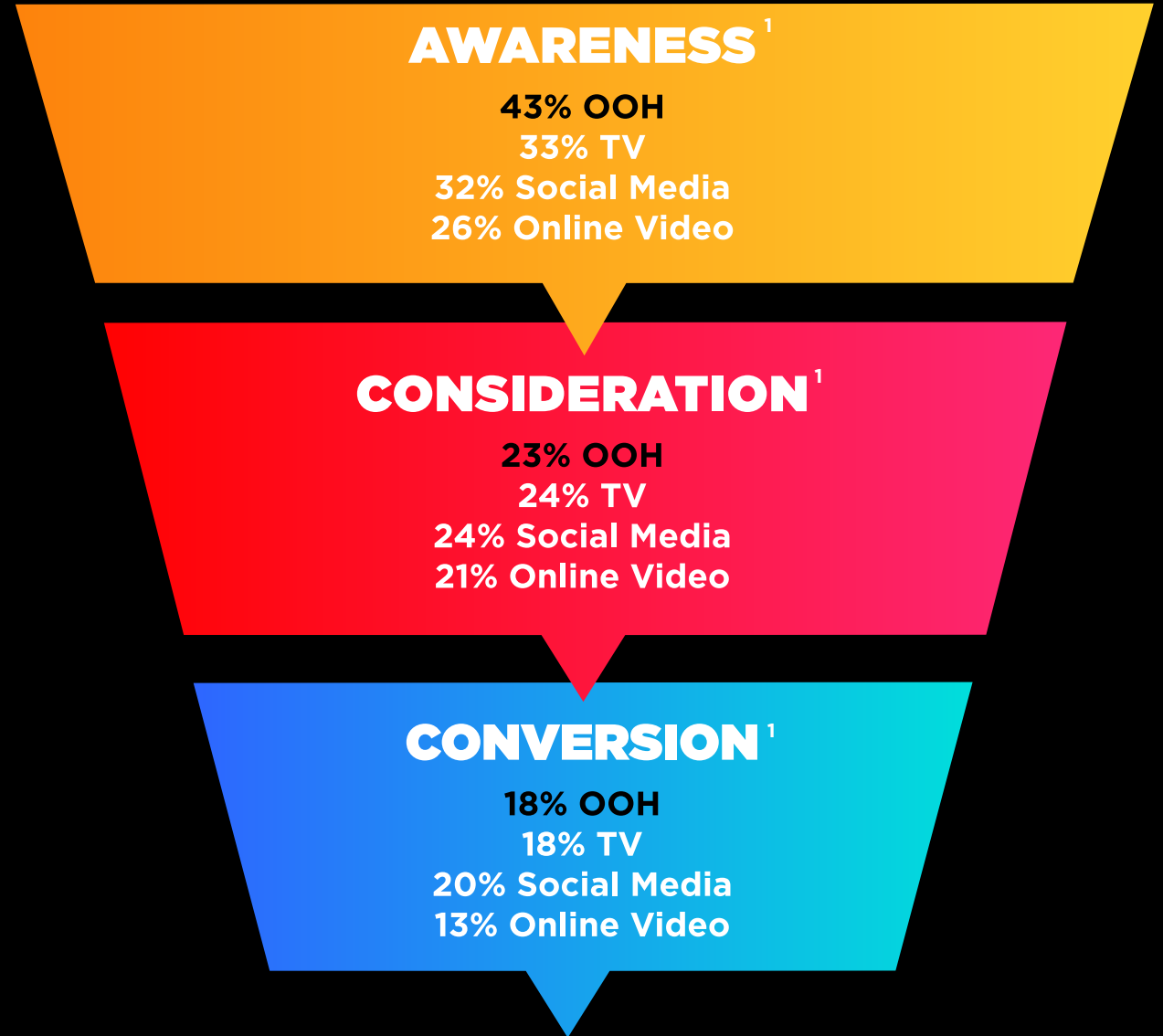
OOH performs best for awareness across all demographics, while also ranking as the **#1 preferred media format for Millennials and GenZ**. Characteristics like massive reach, trustworthiness, and highly visual canvases contribute to OOH ranking highest against all other media in this KPI.

CONSIDERATION

People take action after seeing out of home, whether in real life or digitally. In fact, **OOH drives 5.3X more search queries and 5X more website visits** than any other media. Often along the path to purchase, OOH drives people into brick-and-mortar locations and the checkout line.

CONVERSION

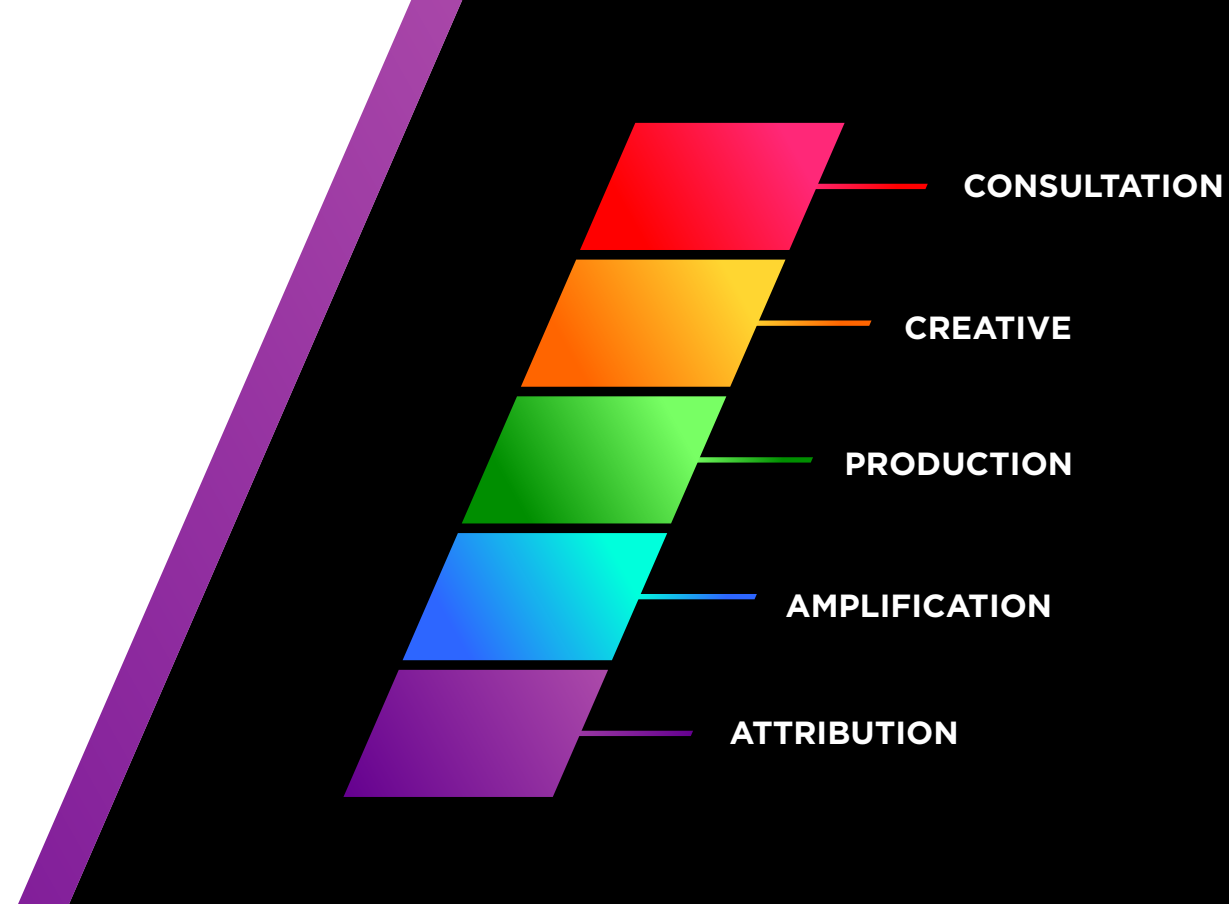
OOH demonstrates superior performance in awareness and nearly identical numbers with social media in consideration and conversion rates. With significantly lower CPMs than other mediums, OOH offers the dual advantage of cost-effectiveness and widespread impact. Evidenced by **eBay's 27% surge in ad revenue** post-transition to a "full-funnel" marketing approach, the potency of OOH in driving conversions is undeniable.



LEVERAGE OUR EDGE /

OUTFRONT'S 360° PARTNERSHIP
APPROACH ENSURES YOU GET
THE EDGE ON YOUR COMPETITION.

OUTFRONT /



CONSULTATION

DEFINING YOUR CAMPAIGN

Tap into smartSCOUT™, Geopath, or StreetMetrics to find the best canvases to reach your audience. Prefer to automate the buying process? 7,000+ digital billboard and transit canvases available on top SSP and DSP platforms, plus OUTFRONT's Ad Server.

CREATIVE

THE MOST CREATIVE OF ALL MEDIUMS

XLabs and OUTFRONT STUDIOS design Cannes Lions and industry award-winning campaigns. Together, we can aid in anything from best practices to full campaign development, or integrate the latest dynamic digital elements.

PRODUCTION

LAUNCHING YOUR CAMPAIGN

Let's launch your brand story! With a full in-house operations team, your campaign will hit the streets in an impactful way.

AMPLIFICATION

TAKING YOUR MESSAGE FROM IRL TO URL

OOH is the best primer for all things digital, including search, social, and mobile. Our communications team can amplify your real world campaign through press, social OOH, and mobile reach.

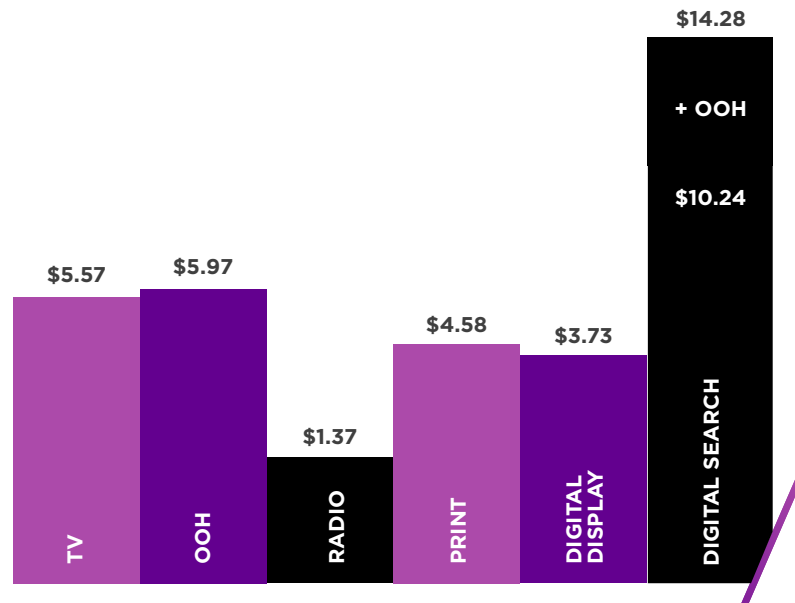
ATTRIBUTION

TRACKING SUCCESS

Our suite of attribution solutions can track your campaign's success based on KPIs like footfall, website visitation, app downloads, tune-in, and brand affinity.

AMPLIFICATION MATTERS/

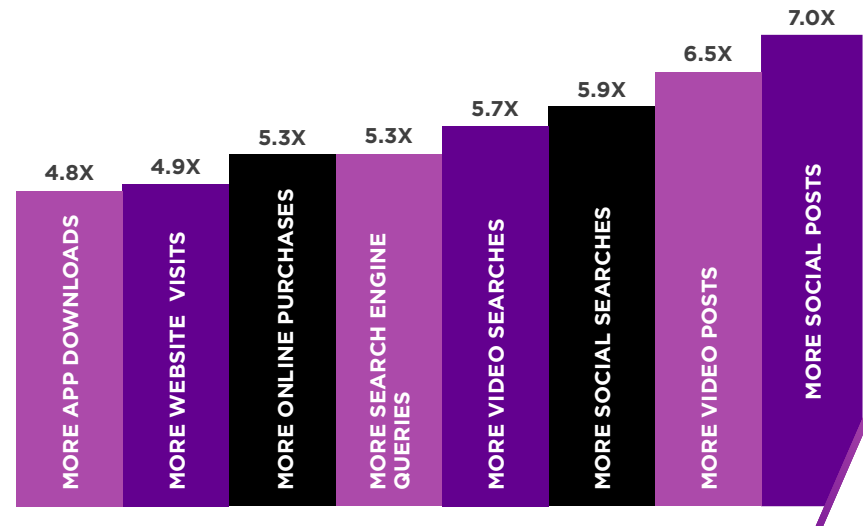
OUTFRONT is the best primer for digital engagement.



SEARCH

When out of home is added to the media mix, it **increases search's return on ad spend by 40%**. That's because **41% of consumers** search for a brand after viewing out of home ads. Dollar for dollar, that's **5.3x the performance** of other media.

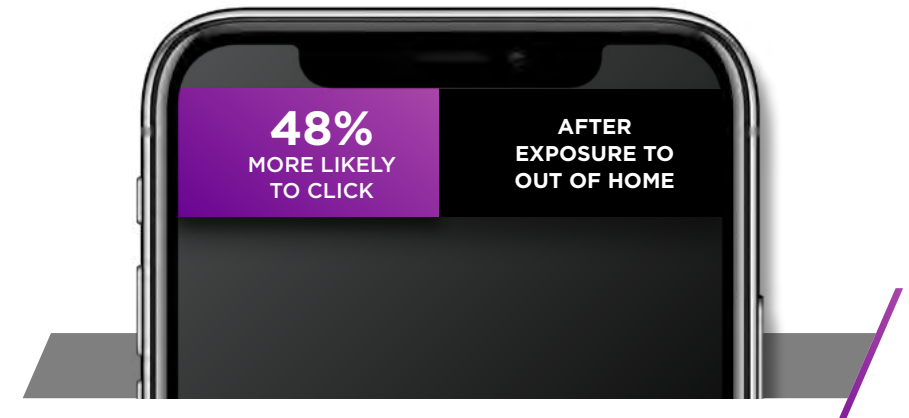
Combining billboard and transit media helped finance brand Inter&Co drive a **100X increase** in branded search.



SOCIAL

Out of home drives **7X more social posts** than any other medium, per ad dollar spent. It also drives **6.5X more video posts** and **5.9X more social searches**. Plus, one in four Americans have posted an OOH ad to their Instagram.

Sony and Olivia Rodrigo partnered on earbuds and a limited-edition MetroCard drop; **the Internet went wild**.



MOBILE

Out of home inspires us to take out our phones and do something – like click a mobile ad. Consumers are **48% more likely to engage** with a mobile ad after exposure to the same ad via OOH.

PBR Teams expanded to eight markets after its first OOH campaign captivated Kansas City, **boosting ticket sales**.



ATTRIBUTION MATTERS /

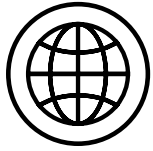
OUTFRONT'S COMPREHENSIVE SOLUTIONS STACK PROVIDES FLEXIBILITY TO CHOOSE THE **ATTRIBUTION PRODUCTS THAT BEST ALIGN WITH YOUR KPIs.**



FOOTFALL

Footfall uses a consumer's physical behavior to track incremental store and on-site visits and link them to out of home campaigns they have viewed. OUTFRONT has seen an average lift of 131% for those exposed to OOH.

[Learn how we drove a 164% lift in store traffic to 200 Burger King locations.](#)



WEBSITE

Online conversion tracking identifies when a consumer is exposed to OOH advertising and then visits the corresponding brand's website or mobile app. OUTFRONT continues to drive the strongest digital conversion, with an average lift of 345% in website traffic for those exposed to the OOH.

[Read how we drove website traffic for Celebrity Cruises.](#)



APP DOWNLOAD

We leverage a post-back to observe which mobile devices have downloaded and used the app after exposure to the OOH campaign.

[See how we increased likelihood to download the Tinder app.](#)



TUNE-IN

Devices exposed to OOH ads are mapped to households that viewed a specific program, measuring tune-in lift.

[See how we drove tune-in for a major sports league.](#)



BRAND LIFT

On-site mobile surveying provides brands with the opportunity to understand how audiences are responding to OOH creative. We measure attributes like awareness, ad recall, brand affinity, and intent to buy. OOH continues to drive stronger ad recall and brand awareness than all other measured media.

[Learn how we increased unaided brand awareness for Fresh Direct.](#)



READ THE
BURGER KING
CASE STUDY



READ THE
CELEBRITY CRUISES
CASE STUDY



READ THE
TINDER
CASE STUDY



READ THE
SPORTS LEAGUE
CASE STUDY



READ THE
FRESH DIRECT
CASE STUDY



SOURCE: OUTFRONT ATTRIBUTION STUDIES

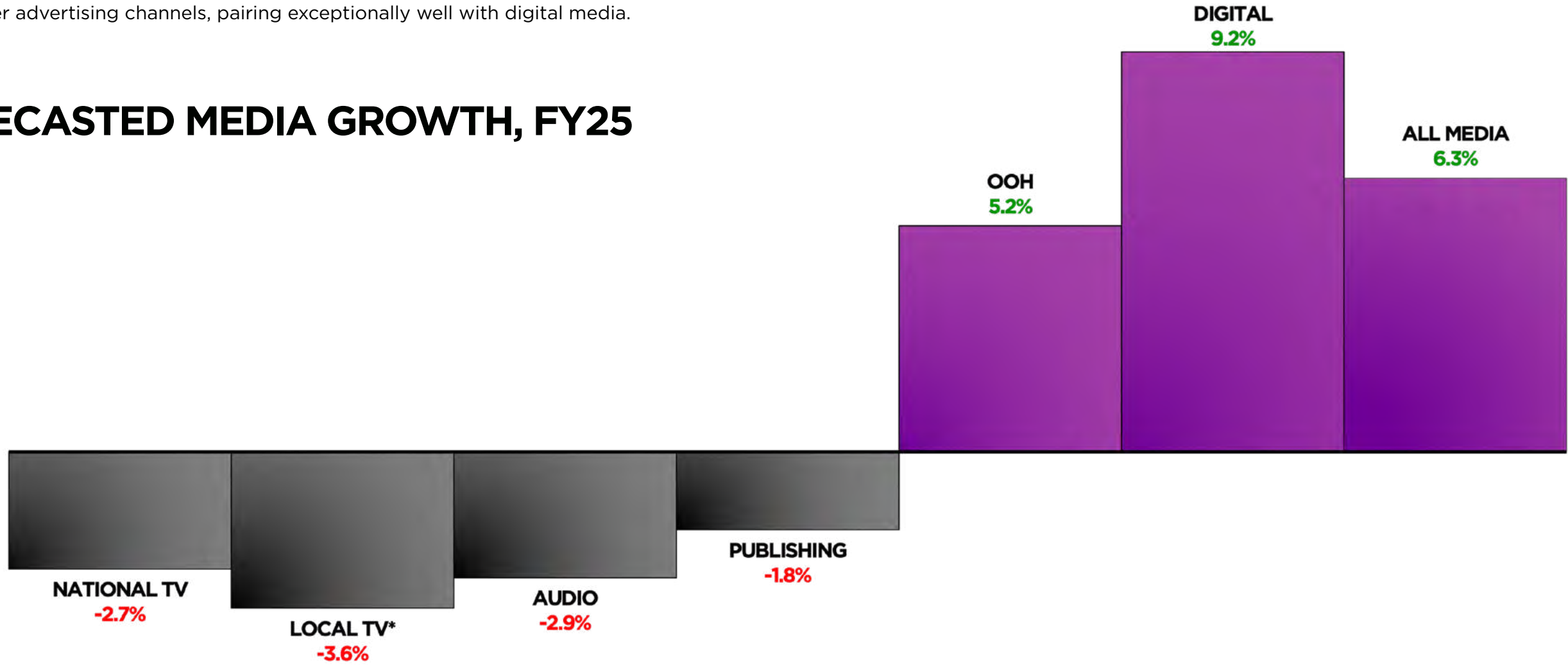
DISCLAIMER: OF COURSE, THE RESULT OF ANY CASE STUDY ARE SPECIFIC TO ITS FACTS. WE CAN'T GUARANTEE THAT ANY OTHER CAMPAIGN WILL DRIVE SIMILAR RESULTS, INCLUDING INCREASED TRAFFIC, END-USER ACTIVITY (CLICK-THROUGH OR SECONDARY-ACTION RATES), OR REVENUE.

#OUTFRONT
PRIME

OOH IS MEDIA'S FAVORITE MEDIUM /

OOH is geared for continued growth in 2025. Even better, it is a proven amplifier for all other advertising channels, pairing exceptionally well with digital media.

FORECASTED MEDIA GROWTH, FY25



SOURCE: MAGNA GLOBAL, 2024.

*LOCAL TV EXCLUDES CYCLICAL EVENTS.

Hartford HealthCare

Your National Champs

BEST IN THE U.S. 2023

CARDIAC SURGERY KIDNEY TRANSPLANT HOSPITAL SAFETY

IMPACT WHERE IT MATTERS: MEDIA ACROSS THE U.S.A. /

YOUR STORY & AUDIENCE. OUR CANVAS.

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
1	New York-Newark et al, NY-NJ-PA	19,357,766	● ●	●	● ●	● ● ●	●	● ●	● ●	● ●	●
2	Los Angeles-Long Beach et al, CA	12,773,059	● ●	●	● ●		● ●	● ● ●	● ●	● ●	●
3	Chicago et al, IL-IN-WI	9,220,195	● ●	●	● ●	● ● ●			● ●	● ●	●
4	Dallas-Fort Worth-Arlington, TX	8,365,633	● ●	●				●	●	● ●	●
5	Houston-The Woodlands et al, TX	7,699,970	● ●	●				● ●		● ●	●
6	Atlanta-Sandy Springs et al, GA	6,421,346	● ●		● ●			● ●		● ●	●
7	Washington et al, DC-VA-MD-WV	6,353,913	●	●		● ● ●	● ●	●		●	●
8	Miami-Fort Lauderdale et al, FL	6,299,604	● ●	● ●		● ● ●	● ●	● ● ●		● ●	●
9	Philadelphia et al, PA-NJ-DE-MD	6,258,409	● ●	●	●					● ●	●
10	Phoenix-Mesa-Scottsdale, AZ	5,168,926	● ●		● ●	●	●	●	●		●
11	Boston-Cambridge-Newton, MA-NH	4,936,229	● ●	●	●	● ● ●	● ●	● ●	●	● ●	●
12	Riverside et al, CA	4,659,582	● ●		●				●		●
13	San Francisco-Oakland et al, CA	4,572,708	● ●	●	●	● ● ●	● ●	● ●		● ●	●
14	Detroit-Warren-Dearborn, MI	4,333,171	● ●	●	●		● ●				●
15	Seattle-Tacoma-Bellevue, WA	4,098,018	●		●						●
16	Minneapolis et al, MN-WI	3,730,656	● ●	●	●				● ●		●
17	Tampa-St. Petersburg et al, FL	3,419,498	● ●	●	●			●	● ●		●
18	San Diego-Carlsbad, CA	3,279,593	● ●	●	●				● ●		●
19	Denver-Aurora-Lakewood, CO	3,033,651	● ●	●	●						●
20	Orlando-Kissimmee-Sanford, FL	2,909,696	● ●		●	●					●
21	Baltimore-Columbia-Towson, MD	2,835,809	●								●
22	St. Louis, MO-IL	2,793,090	● ●	●	● ●						●
23	San Antonio-New Braunfels, TX	2,761,788	● ●								●
24	Portland-Vancouver et al, OR-WA	2,504,222	● ●	●	● ●						●
25	Sacramento-Roseville et al, CA	2,413,840	● ●		● ●						●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2024 UPDATE).

TOP 50 MARKETS /

	TOP 50 MARKETS	CBSA POPULATION	BULLETINS	WALLSCAPES	POSTERS & JUNIOR POSTERS	COMMUTER RAIL & SUBWAY	BUSES	STREET FURNITURE	SPECIALTY	OUTFRONT PRIME	MOBILE + SOCIAL NETWORKS
26	Pittsburgh, PA	2,410,277	● ●								●
27	Las Vegas-Henderson-Paradise, NV	2,369,486	● ●				● ●	● ● ●	● ●		●
28	Cincinnati, OH-KY-IN	2,290,416	●								●
29	Kansas City, MO-KS	2,240,831	● ●	●	●						●
30	Columbus, OH	2,208,373	● ●	●	●			●			●
31	Indianapolis-Carmel-Anderson, IN	2,166,851	● ●	●	●				● ●		●
32	Cleveland-Elyria, OH	2,155,276	● ●	●							●
33	Nashville-Davidson et al, TN	2,153,421	● ●								●
34	San Jose-Sunnyvale et al, CA	1,952,656	● ●		●	● ● ●	● ●	● ●			●
35	Virginia Beach et al, VA-NC	1,795,437	●					● ●			●
36	Jacksonville, FL	1,779,779	● ●								●
37	Providence-Warwick, RI-MA	1,683,645	● ●								●
38	Raleigh, NC	1,555,961	●								●
39	Richmond, VA	1,372,170	●								●
40	Louisville et al, KY-IN	1,371,917	● ●		●			●	● ●		●
41	Memphis, TN-MS-AR	1,333,544	● ●								●
42	Fresno, CA	1,179,207	● ●		● ●						●
43	Grand Rapids-Wyoming, MI	1,172,184	● ●		● ●						●
44	Hartford-West Hartford et al, CT	1,157,215	● ●		● ●	●					●
45	Buffalo-Cheektowaga et al, NY	1,152,213	●								●
46	Rochester, NY	1,048,543	●								●
47	Bridgeport-Stamford-Norwalk, CT	955,414	●			●					●
48	New Orleans-Metairie, LA	943,633	● ●	● ●	● ●						●
49	Albany-Schenectady-Troy, NY	907,810	●								●
50	Worcester, MA-CT	872,485	●								●

● INDICATES OUTFRONT MEDIA AVAILABLE ● INDICATES DIGITAL MEDIA AVAILABLE ● INDICATES WRAPPED MEDIA AVAILABLE

NOTE: TOP 50 MARKETS BASED ON OUTFRONT INVENTORY AND POPULATION COUNT
SOURCE: CENSUS DATA (2024 UPDATE).

GOOD MORNING AMERICA
CONNECTICUT'S FAVORITE WAY TO START THE DAY!
abc 8 7AM
#OUTFRONTPRIME

MEDIA ACROSS CONNECTICUT

WE GET YOU CONNECTICUT.

OUTFRONT/

The Constitution State, with one of the highest average household incomes in the US, Connecticut is at the center of the aerospace & insurance industries, and quickly expanding into many more. It's young, extremely diverse, and well educated consumers of this area has propelled it to become one of the most progressive, impactful economies in the nation.

WHY CONNECTICUT?

- Connecticut is ranked #4 (in the U.S.) in population density.
- Connecticut is home to over 40 private & state/community colleges, including #5 ranked (in the U.S.) Yale University.
- Connecticut is ranked #2 public school system by WalletHub.
- Bradley International Airport was ranked #3 in Condé Nast Traveler's Readers' Choice Awards.
- The average Connecticut home value is up 7.2% over the past year.
- 17 Fortune 500 companies are headquartered in Connecticut.

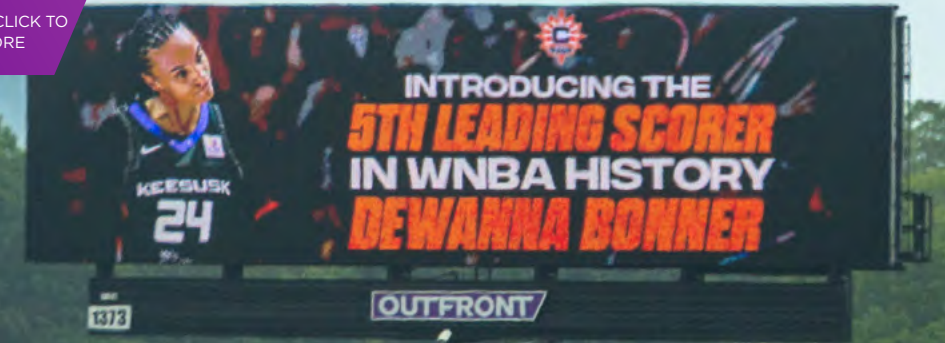
In Connecticut, OUTFRONT reaches 95.7% of the DMA consumers weekly.

CONNECTICUT
203.985.0430

SOURCE: U.S. NEWS & WORLD REPORT 2023, US CENSUS 2023, CT POST 2023, HARTFORD COURANT 2024, CONDÉ NAST 2023, WALLETHUB 2024

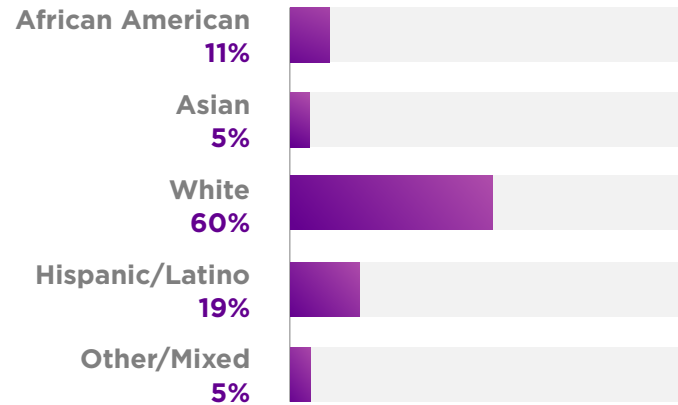
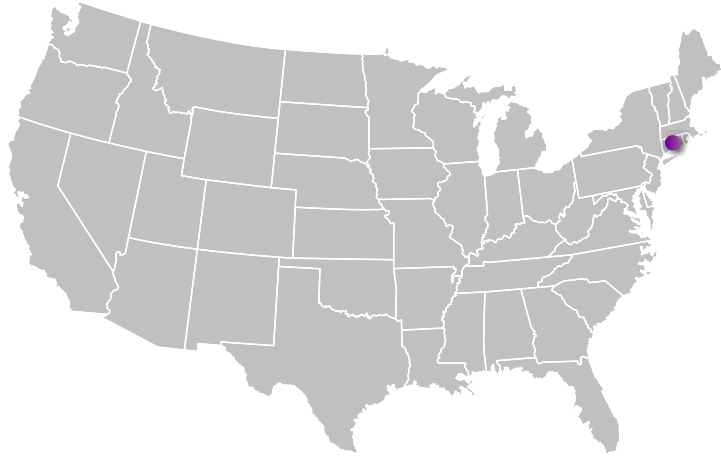


SCAN OR CLICK TO
LEARN MORE



CONNECTICUT

Profile



CONNECTICUT 3.63 MILLION

CONNECTICUT
203.985.0430

SOURCE: US CENSUS 2025, SCARBOUROUGH RESEARCH 2025, CONNECTICUT, DATA USA 2025,
ZILLOW OCT 2024



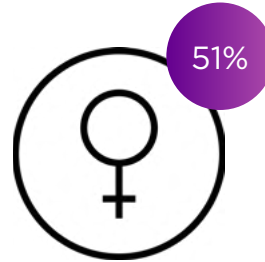
College Degree
or higher



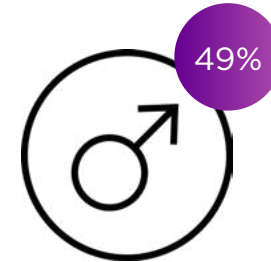
White-collar
occupation



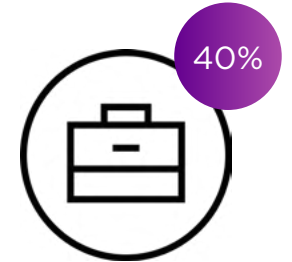
Blue-collar
occupation



Female



Male



Drove alone or carpooled to
work within the past week



Average Home Value
Index



Average drive time to work



Median HHI

*BASED ON HARTFORD/NEWHAVEN DMA

MEDIA FORMATS

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BILLBOARDS



BULLETINS

SCAN OR CLICK TO LEARN MORE



Bulletins offer the most **powerful impact** of all outdoor advertising formats. Located on **key highways, intersections** and integral choke points throughout Connecticut area, bulletins provide your message with **long-term presence and tremendous visibility** to vehicular traffic.

PRODUCT INFORMATION

- 14'H x 48'W
- Odd Sizes (vary by location)
- Extensions available
- 3D Inflatables & other embellishments available

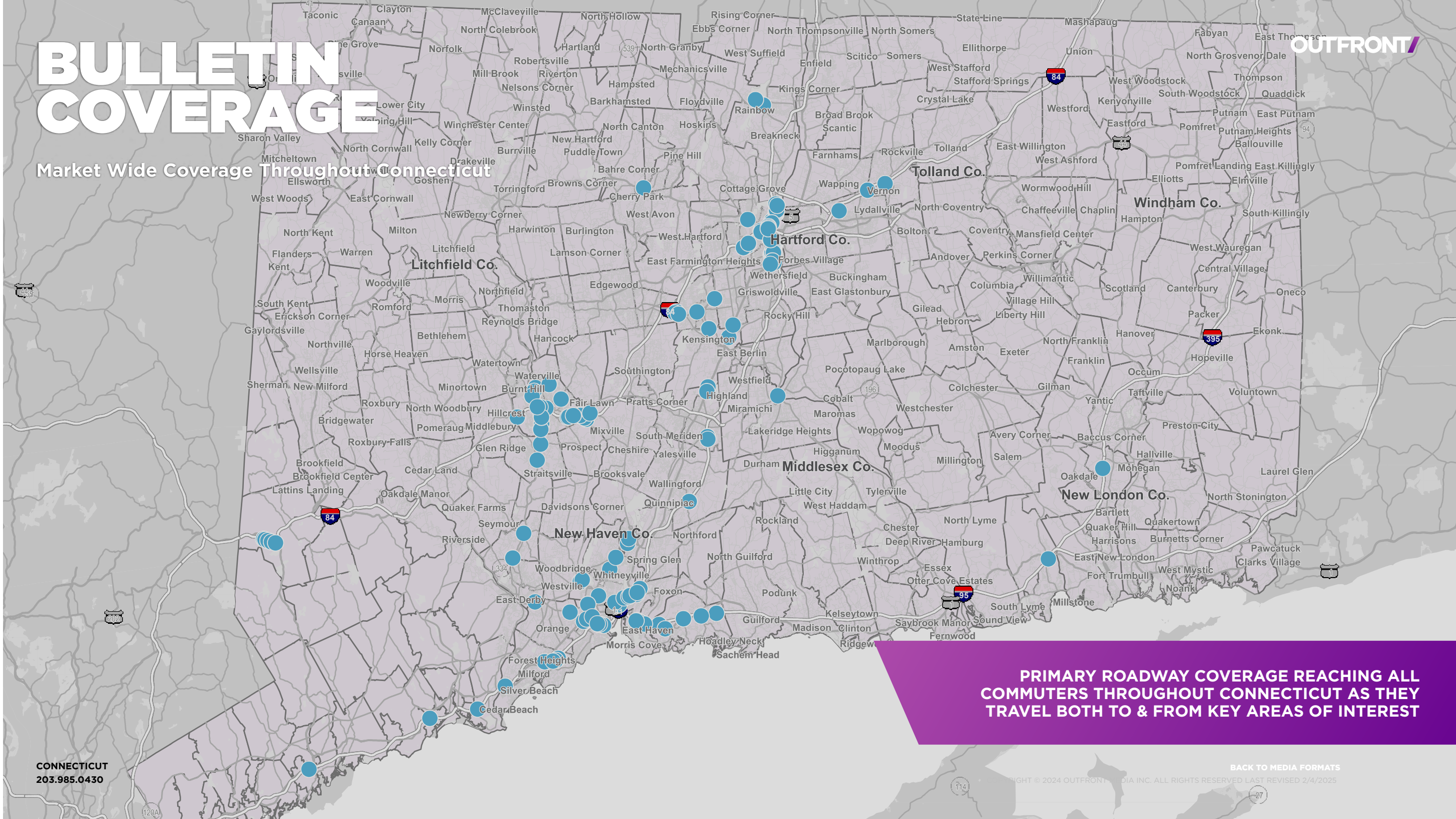
COVERAGE

- Statewide



BULLETIN COVERAGE

Market Wide Coverage Throughout Connecticut



**PRIMARY ROADWAY COVERAGE REACHING ALL
COMMUTERS THROUGHOUT CONNECTICUT AS THEY
TRAVEL BOTH TO & FROM KEY AREAS OF INTEREST**



OUTFRONT

SCAN OR CLICK TO LEARN MORE



POSTERS

Mainly erected on secondary roads, Posters can provide a **sense of local omnipresence** for your brand. They are great for spreading your message and keeping you top of mind. Posters are perfect for connecting with a community, and **hypertargeting specific audiences & neighborhoods**, with endless creative opportunity.

PRODUCT INFORMATION

— 10"5'H x 22"8'W

COVERAGE

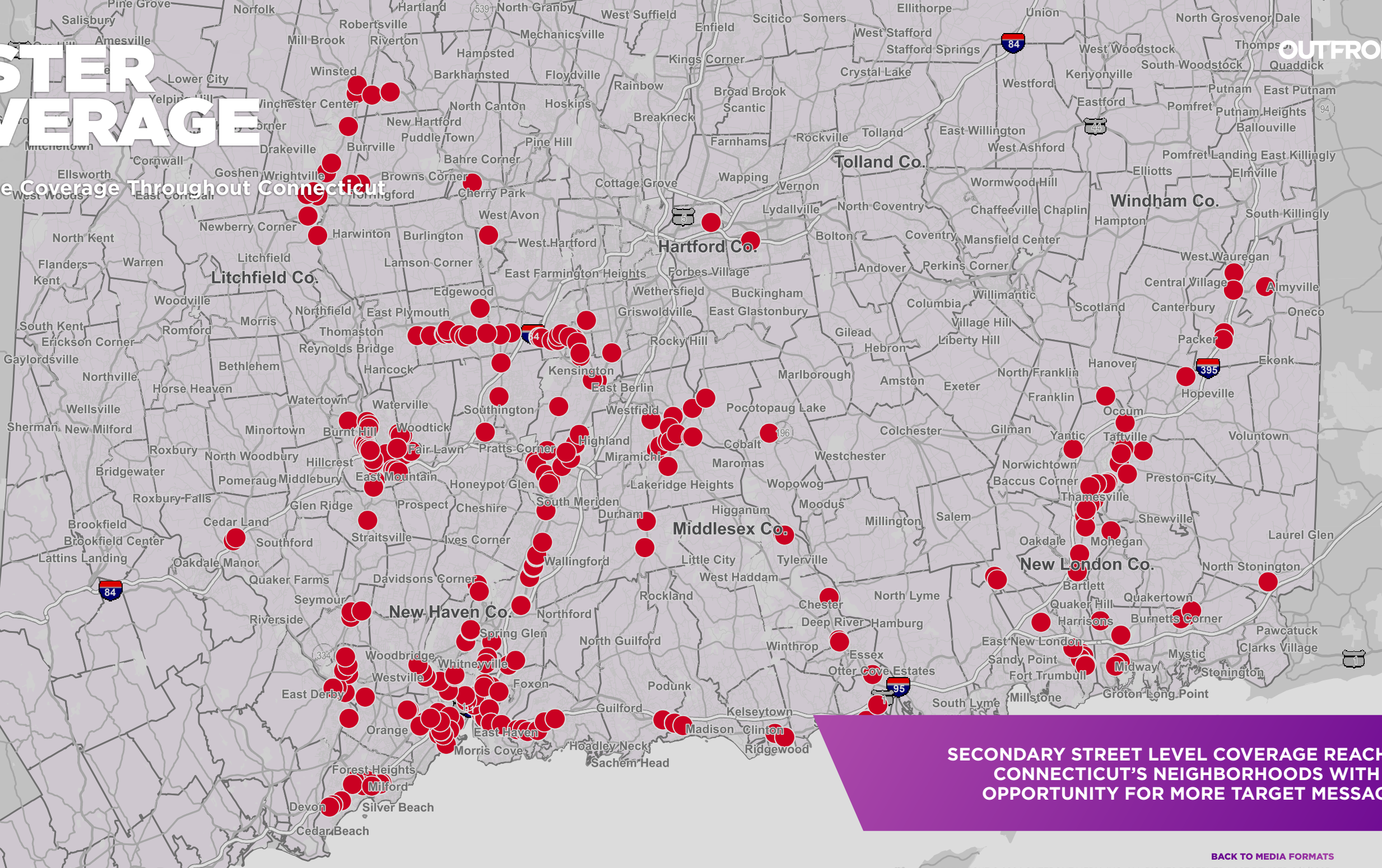
— Statewide



OUTFRONT 0065P

POSTER COVERAGE

Market Wide Coverage Throughout Connecticut



SECONDARY STREET LEVEL COVERAGE REACHING CONNECTICUT'S NEIGHBORHOODS WITH THE OPPORTUNITY FOR MORE TARGET MESSAGING



DIGITAL BULLETINS

Add an extra layer of **timeliness and relevance** to your campaign through a digital execution. **Seamlessly update creative** based on triggers such as time of day, weather, or sports scores. Digital provides **the ultimate, dynamic messaging opportunity**.

PRODUCT INFORMATION

- 14'H x 48'W
- Spot Length: 8 seconds

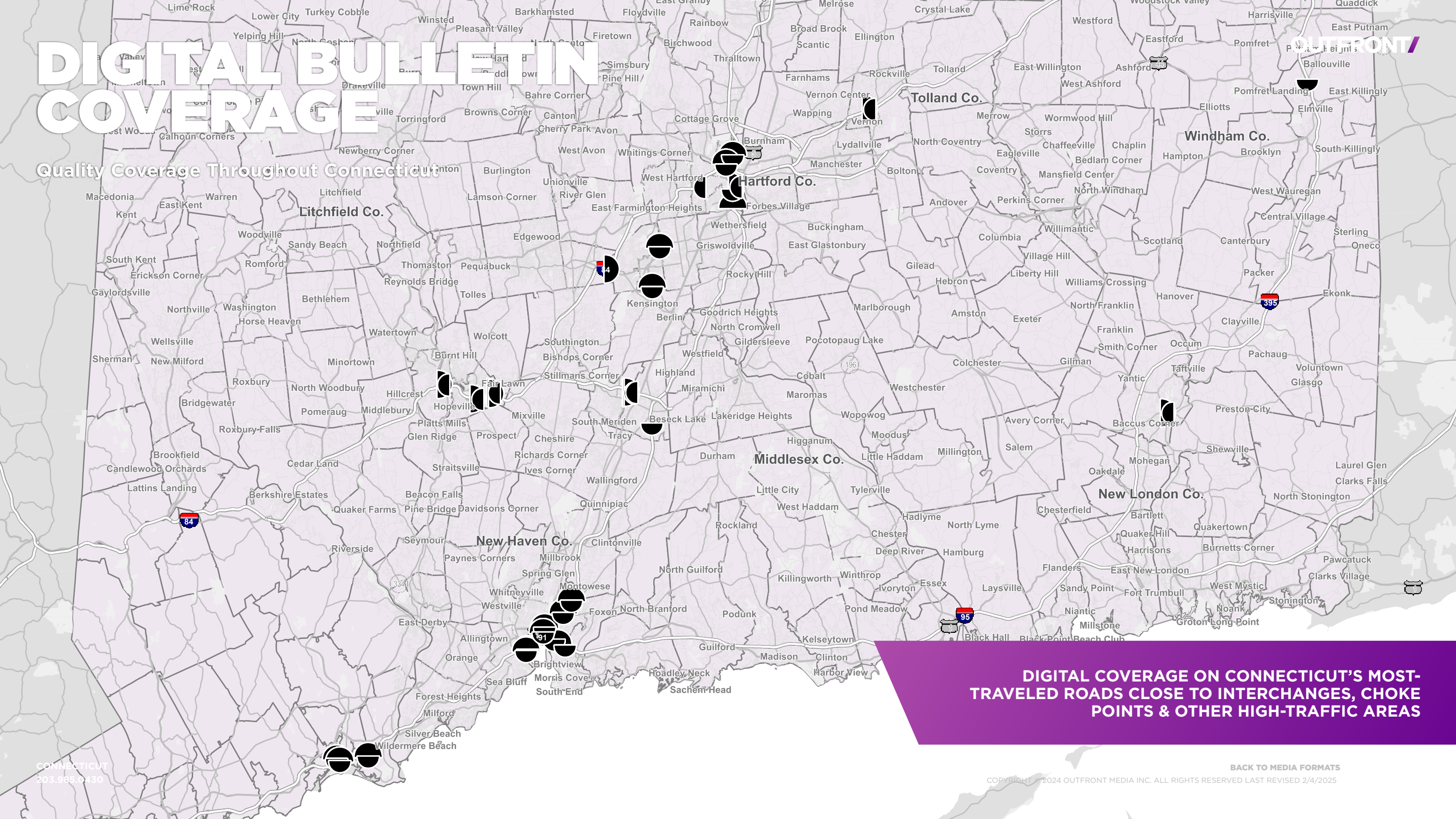
COVERAGE

- Hartford
- Waterbury
- New Haven
- New Britain
- Bridgeport
- Stratford
- Norwich
- Meriden
- Vernon
- Killingly



DIGITAL BULLETIN COVERAGE

Quality Coverage Throughout Connecticut



DIGITAL COVERAGE ON CONNECTICUT'S MOST-TRAVELED ROADS CLOSE TO INTERCHANGES, CHOKES POINTS & OTHER HIGH-TRAFFIC AREAS



DIGITAL POSTERS

With the same capabilities of Digital Bulletins, Digital Posters allow for **real-time neighborhood penetration**. Digital provides ultimate messaging, which can be triggered by monitored client inputs, time of day, weather and other forms of data.

PRODUCT INFORMATION

- 10"5'H x 22"8'W
- Spot Length: 8 seconds

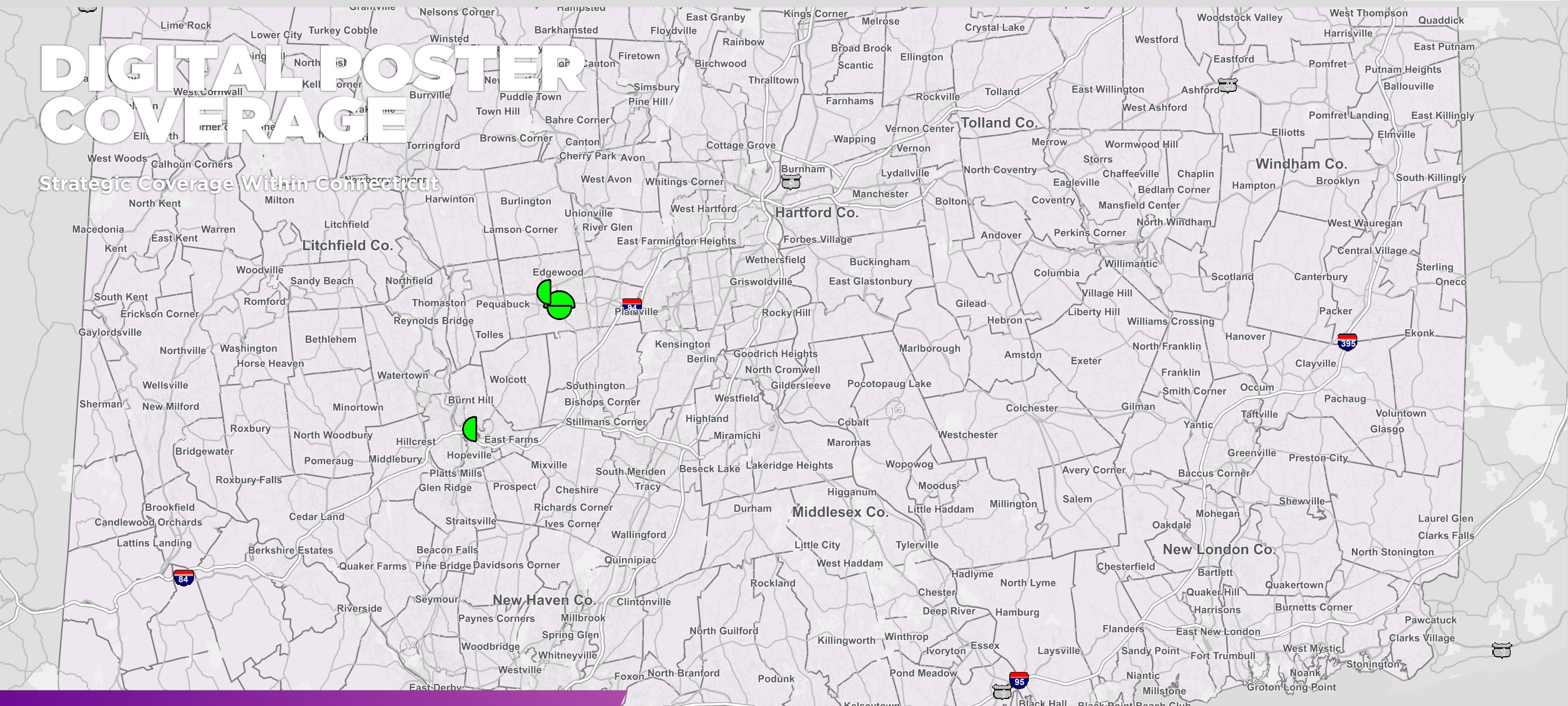
COVERAGE

- Waterbury
- Bristol



DIGITAL POSTER COVERAGE

Strategic Coverage Within Connecticut



COVERAGE AT KEY POINTS WITHIN CONNECTICUT WHERE STATIC POSTERS ARE IN ABUNDANCE, SERVING AS A DIGITAL ANCHOR

Hartford Strong. Hartford Healthy. Hartford HealthCare

SPECIALTY



TRESTLES

In Connecticut, Trestles are all positioned on **high-traffic secondary roads, often close to rail stations** across Metro North, Shorline East, & the Hartford Line. OUTFRONT Media manages dozens of these high-impact panels throughout the state, offering **unique creative opportunities to reach audiences** at key points.

PRODUCT INFORMATION

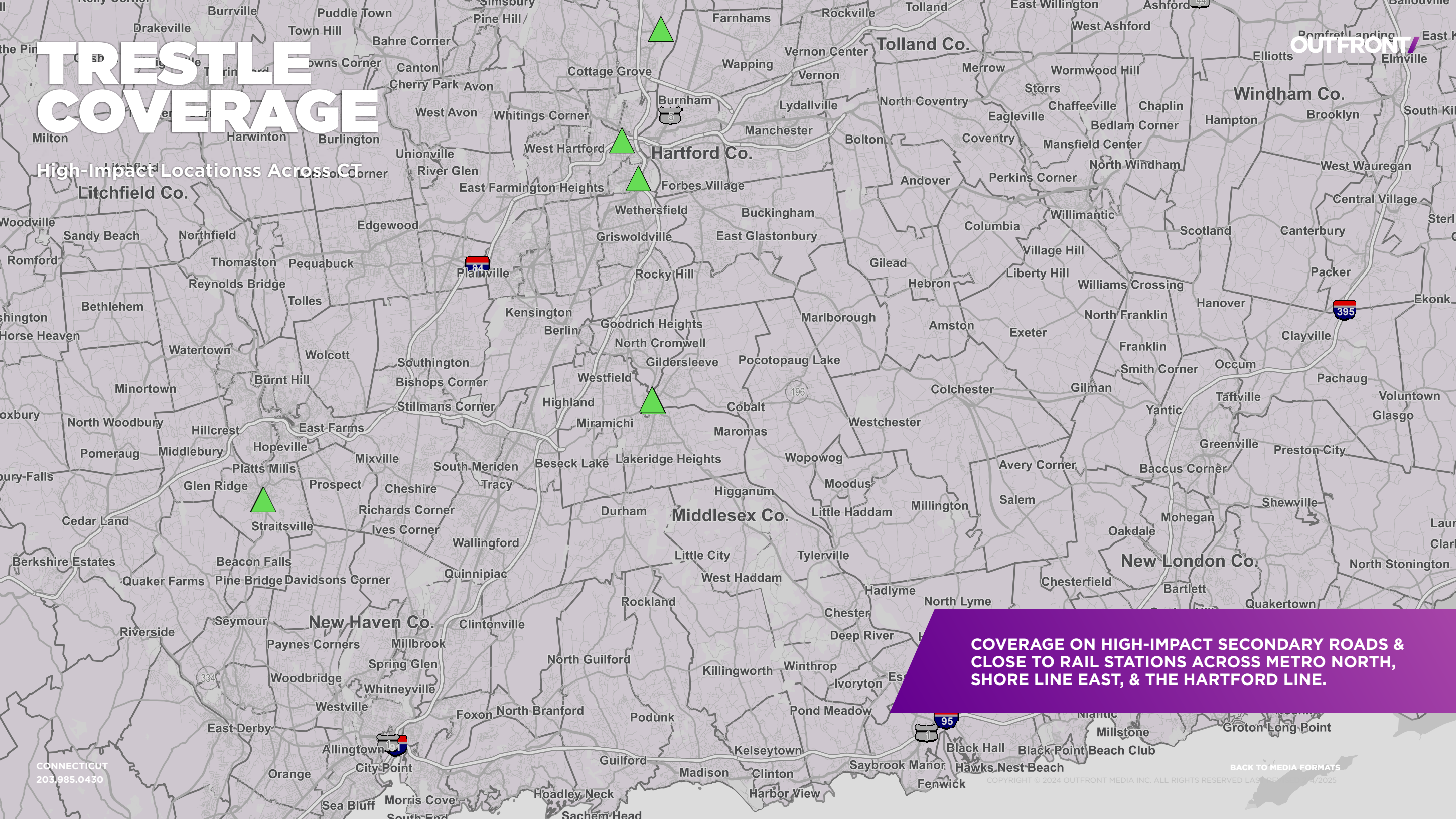
- Various sizes

COVERAGE

- Stamford
- Hartford
- Middletown
- Stratford
- Milford
- Naugatuck
- Windsor
- Branford

TRESTLE COVERAGE

High-Impact Locations Across CT



COVERAGE ON HIGH-IMPACT SECONDARY ROADS & CLOSE TO RAIL STATIONS ACROSS METRO NORTH, SHORE LINE EAST, & THE HARTFORD LINE.

COMMUTER RAIL



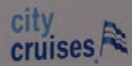
Break Glass
Pull Handle
Slide Door

Assaulting
7
New York State
Penal Code 130.5



A view to dine for.

NYC's most scenic dining
and entertainment.



©2024 City Cruises

METRO NORTH COMMUTER RAIL MEDIA

Reach an upscale audience from communities located in and around the tristate area. Advertisers can **spend time with this affluent demographic twice a day**, multiple times a week while commuters are on the train, waiting on the platform, and walking through stations. While traveling, **commuters “take in” and identify with your brand**, putting your message front and center in a high traffic environment.

PRODUCT INFORMATION

- 3-Sheet Posters
- 2-Sheet Posters
- 1-Sheet Posters
- Platform Kiosks
- Greenwich Station Domination

RAIL CAR MEDIA

- Interior Car Cards

COUNTY COVERAGE

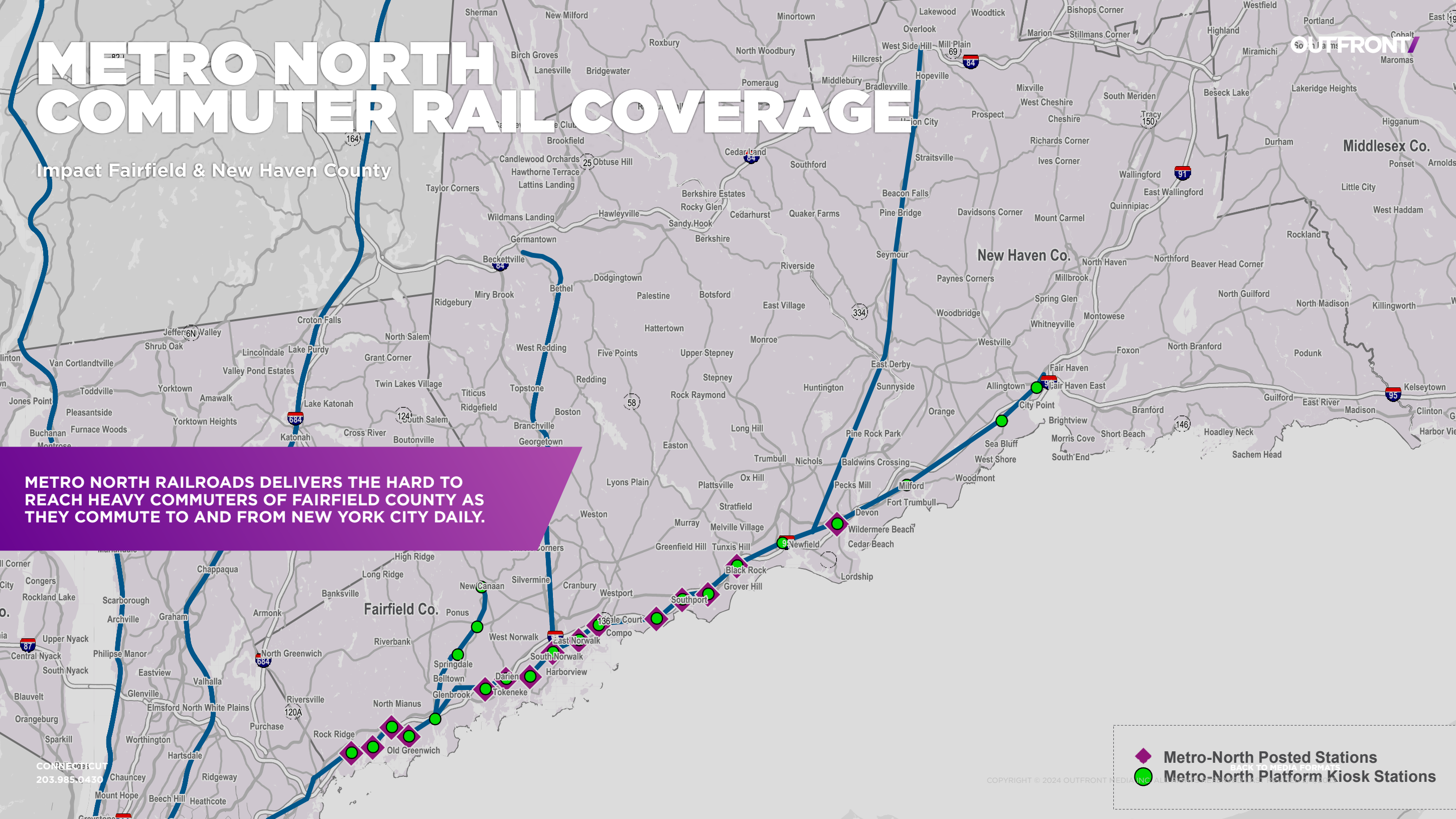
- Fairfield County
- New Haven County



METRO NORTH COMMUTER RAIL COVERAGE

Impact Fairfield & New Haven County

METRO NORTH RAILROADS DELIVERS THE HARD TO REACH HEAVY COMMUTERS OF FAIRFIELD COUNTY AS THEY COMMUTE TO AND FROM NEW YORK CITY DAILY.



◆ Metro-North Posted Stations
● Metro-North Platform Kiosk Stations

3-SHEET POSTERS

Speak to commuters in a big & bold way. The largest of the recurring platform posters, 3-Sheet Posters provide a highly vertical canvas for brand **exposure to on-the-go audiences** in a unique way.

PRODUCT INFORMATION

— 84”H x 42”W

COVERAGE

— Metro North Commuter Rail Systemwide



2-SHEET POSTERS

Capture commuter attention in a way that they'll remember. 2-Sheet Posters allow for reaching Fairfield County audiences with frequency as the most common of the platform posters. They provide tremendous creative opportunity for brands to **stand out amongst this highly-desired audience.**

PRODUCT INFORMATION

— 46”H x 60”W

COVERAGE

— Metro North Commuter Rail Systemwide



1-SHEET POSTERS

Expose your brand to commuter audiences quickly & effectively. 1-Sheet Posters on Metro North are the ultimate audience delivery vehicle for brands. Reach audiences in a visually vibrant way as they commute.

PRODUCT INFORMATION

— 46”H x 30”W

COVERAGE

— Metro North Commuter Rail Systemwide



PLATFORM KIOSKS

Metro North Commuter Rail Platform Kiosks offer a unique and eye-catching way to make an impression. Platform Kiosks are **visible throughout station platforms**, especially drawing attention from audiences when boarding & disembarking.

PRODUCT INFORMATION

— 26”H x 53”W

COVERAGE

— Metro North Commuter Rail Systemwide



INTERIOR CAR CARDS

The Metro North line heavily targets a **captive audience** traveling to and from upscale Connecticut suburbs.

Want a bigger presence? Brand Cars offer the unique opportunity to takeover and **make prolonged impressions** on riders inside of rail cars.

PRODUCT INFORMATION

— 33”H x 21”W

COVERAGE

— Metro North Commuter Rail Systemwide

CONNECTICUT
203.985.0430
SOURCE: MTA



METRO-NORTH DIGITAL PLATFORM NETWORK

Strategically located on select Metro-North platforms, the Digital Platform Network consists of an upper screen that provides both track information and real-time transit service changes. Advertising on the lower screen provides advertisers the **opportunity to engage consumers with their message as they check for travel updates.**

CONNECTICUT
203.985.0430

PRODUCT INFORMATION

- 98 Units
- 45 Stations
- Size: 42"
- Spot Length: 8 Seconds
- Loop Length: 64 Seconds
- Advertisers: 8
- Hours: 24/7
- Digital Static Only (No Audio)

COVERAGE

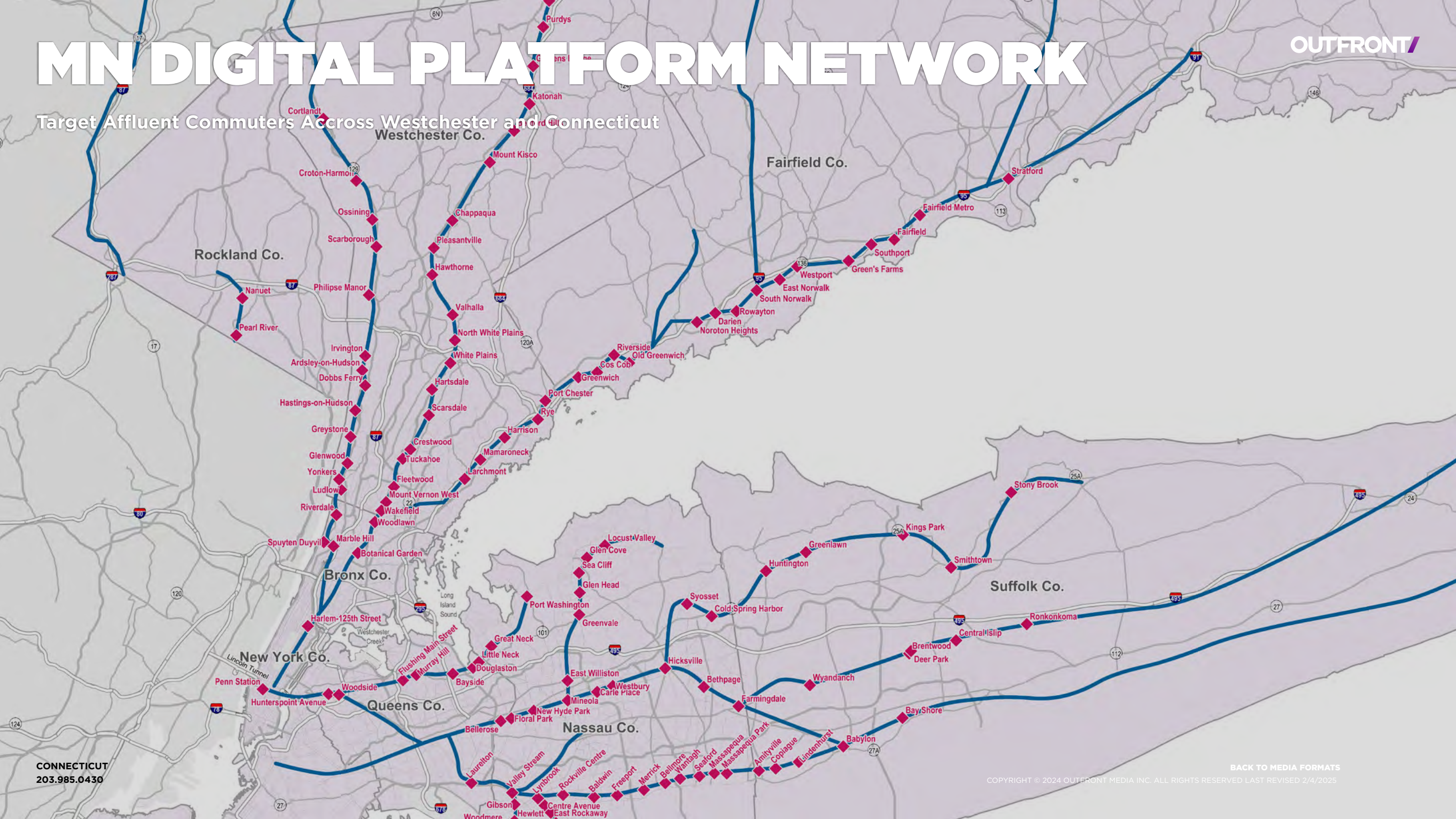
- Metro-North Railroad

**Digital sign media referenced herein is generally displayed for a minimum guaranteed display time, with the remaining time used for maintenance when needed. Display times are subject to preemption for emergency messaging service.*



MN DIGITAL PLATFORM NETWORK

Target Affluent Commuters Across Westchester and Connecticut



RAIL STATION DOMINATIONS

Rail Dominations offers the **unique opportunity to completely saturate a commuter station** and make a major impact in the New York market. Special sites are strategically located in high-traffic areas throughout the rail system.

Get **unrivaled brand awareness** by creating a virtual exhibit that surrounds consumers with multiple messages throughout their commute.

PRODUCT INFORMATION

- Media varies by station

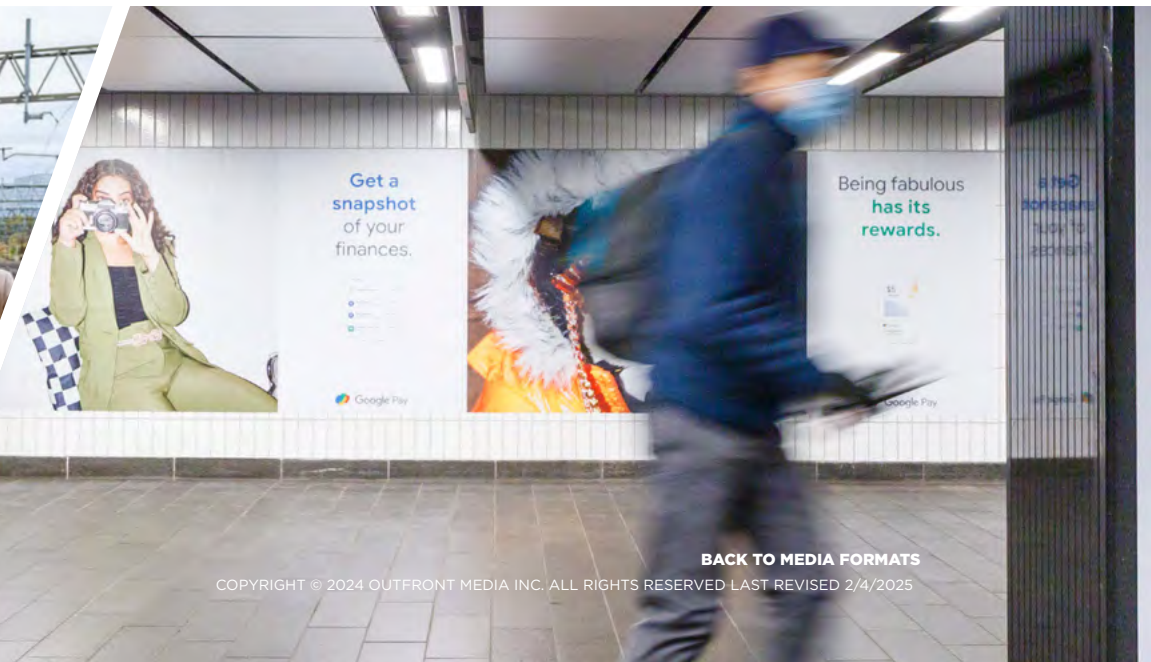
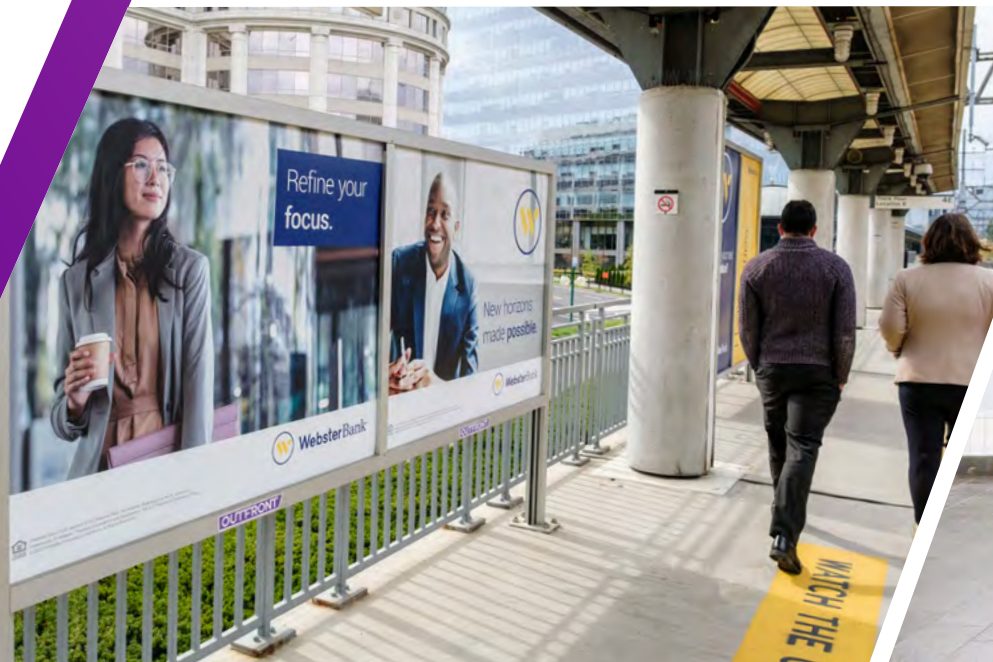
METRO-NORTH RAILROAD

- Grand Central North
- Yankee Stadium
- Stamford Station
- Greenwich Station

LONG ISLAND RAIL ROAD

- Citi Field
- Penn Station Lower Level

CONNECTICUT
203.985.0430



GREENWICH STATION DOMINATION

Situated in lower Fairfield County - one of the wealthiest areas in the Northeast & a **top ten per capita income county in the US** - Greenwich Station is just a 45 min. ride on Metro North to The Big Apple.

PRODUCT INFORMATION

— Various: up to 15 locations across station interior

COVERAGE

— Metro North Commuter Rail Systemwide



6 EMMY[®] NOMINATIONS
OUTSTANDING SCRIPTED VARIETY SERIES

"FRESH & FUNNY AS EVER"



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SECOND SCREEN MEDIA



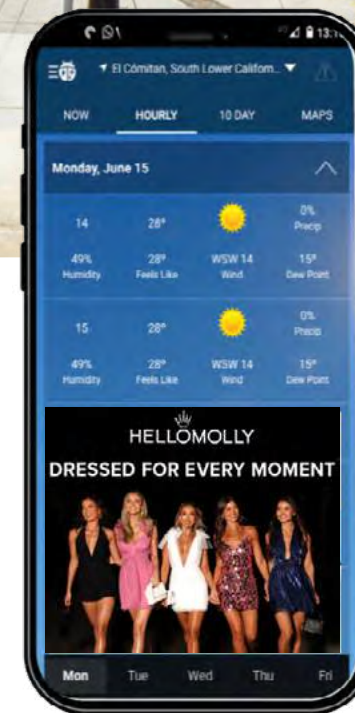
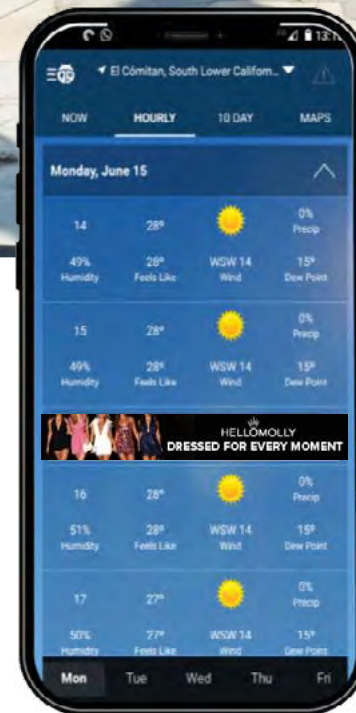
MOBILE NETWORK

Combine the power of OOH with mobile to create **new engagement opportunities** with your target audience. Targets the right users by **geofencing your OOH and strategic locations, target by behavior, then create message frequency** with this audience through retargeting. Proximity targeting technology **enables mobile ad activation for users within a geographical boundary**. These virtual perimeters are created around **real-world locations** defined as lats/longs, addresses, points of interest, zip codes, cities, DMAs, states, or nationwide.

PRODUCTS

- Proximity Targeting
- Retargeting
- Behavioral or Brand Targeting
- Transit System Audience Targeting

LOCATED IN THE TOP 50 MARKETS



SCAN OR CLICK TO LEARN MORE



LEVERAGING #sOOH FOR YOUR BRAND

There's a phenomenon of digital amplification and engagement that occurs when the right creative is placed in the right location. We call it social out of home (#sOOH).

At OUTFRONT, we're experts in setting brands and local businesses up for social success. Here's how we can help.

PRIME FOR A TIME

Throughout the year, a handful of iconic events achieve a level of cultural clout so powerful that they magnify the prestige of the area they are located and any brand advertising in that locale. PRIME FOR A TIME is a strategy to access OOH media to amplify awareness and elevate brand image during these cultural moments.

STUDIOS & XLABS

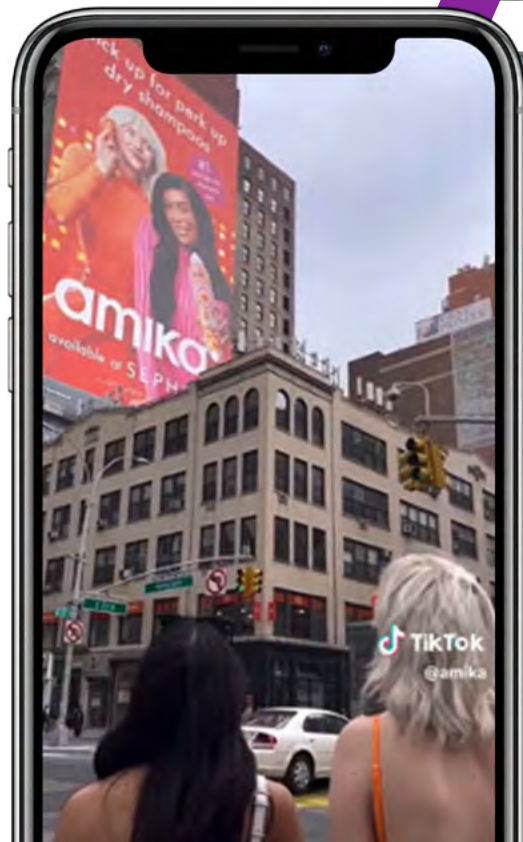
The right creative is the second piece of the #sOOH puzzle. STUDIOS, our award-winning in-house design agency, can help. And for brands looking to really get people talking, our XLabs team offers technologies like three-dimensional XScape spatial creative and interactive QRad responsive content control.

INFLUENCERS

Three in ten are more likely to purchase something with a familiar influencer in an out of home ad, while four in ten would repost the ad. We can help find the right

influencers to reach the audience who matters most to you.

Out of home drives 7x more social posts, 5.9x more social searches, 6.5x more video posts, and 5.7x more video searches than other mediums, dollar for dollar.





OUTFRONT

WE GET YOU AMERICA

[OUTFRONT.COM](https://www.outfront.com)

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